



Club
BENSON & HEDGES

SURGEON GENERAL'S WARNING: Smoking By Pregnant Women May Result in Fetal Injury, Premature Birth, And Low Birth Weight.

100 mg "tar," 1.1 mg nicotine av.
per cigarette by FTC method.

Exhibit 1

10 Opt Univers Light Cond. (10/10 Capps TNN 10)



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per cigarette by FTC method.

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LEO BURNETT JOB INFORMATION

MISCELLANEOUS

ID No. 89110-C1
Res. No. W 48679
Brand Benson & Hedges
Packing(s) 100 FF
Title Creative Materials
Description B&H Cigarettes
Area 40 Sq. In. Scale 1:1
Sched. Deliv. of Mechanical 2-12-96
Warning: Ext. 1 A B C D Quan -
TAN: Size 10pt Quan -
*FTC 1st. State
**Order date for promotional packaging

APPROVALS

Print Service 25-3/9/96
Database (DM only) _____
Agency Legal _____
Client Service _____
Brand 42 2/1/96
PM Legal 10/2/96 2/13/96 R
PM Legal Changes/Comments Date _____

*Please remove
Front = 22 + 14
side = 18
Total 40

Agency Legal _____
(Confirmation of changes shown)